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10005.001710 Attorney Docket Number **DECLARATION FOR UTILITY OR** Jeffrey A. McFadden First Named Inventor DESIGN COMPLETE IF KNOWN PATENT APPLICATION (37 CFR 1.63) Application Number not yet known ☑Declaration Declaration Filing Date Submitted after Initial Submitted OR With Initial Filing (surcharge Art Unit not yet known Filing (37 CFR 1.16 (e)) required) **Examiner Name** not yet known

I hereby declare that:										
Each inventor's residence, mailing address, and citizenship are as stated below next to their name.										
l believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled;										
OPTIMIZATION OF ADVERTISING CAMPAIGNS ON COMPUTER NETWORKS										
the specification of which	(Title of t	the Invention)								
is attached hereto OR										
was filed on (MM/DI	D/YYY)	as United States A	pplication Number (or PCT Internation	al					
Application Number	and	was amended on (MM/DD/)			f applicable).					
I hereby state that I have re amended specifically referre	viewed and understand the o			including the clai	ms, as					
I acknowledge the duty to d	isclose information which is r ions, material information wh ional filing date of the continu		defined in 37 CFR een the filing date	1.56, including for of the prior appli	or Cation and					
I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d)-or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is										
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy						
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Additional foreign applicati	on numbers are listed on a sup	plemental priority data sheet	PTO/SR/02B attac	had harata:	1					

[Page 1 of 2]

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Utility or Design Patent Application DECLARATION -Direct all correspondence to: Customer Number 000031894 Correspondence address below Name Address City State ZIP Country Telephone Fax I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon. NAME OF SOLE OR FIRST INVENTOR: A petition has been filed for this unsigned inventor Given Name leffrey A. Family Name McFadden (first and midsle [if any] or Surname Date Inventor's Signature Residence: City State Country Citizenship Hillsborough CA US US Mailing Address 1220 Southdown Road City State Zip Country Hillsborough CA 94010 US NAME OF SECOND INVENTOR: A petition has been filed for this unsigned inventor Given Name Scott G. Family Name Eagle (first and middle [if anv] or Surname Date Inventor's Signature Residence: City State Country Citizenship Menlo Park CA US Mailing Address 914 Continental Drive City State Zip Country Menlo Park CA 94025 Additional inventors or a legal representative are being named on the 1 supplemental sheet(s) PTO/SB/02A or 02LR attached hereto

Attorney Docket No.: 10005.001710

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Name of Additional Inventor, if a	☐ A petition has been filed for this unsigned inventor						
Given Name (first and midd	le [if anv])	Family Name or Surname					
David L.			Goulden				
Inventor's Signature					2/20/60		
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Mailing Address 441 Grand Street							
City Redwood City	CA State	ZI	94062 P	Cot	US		
Name of Additional Inventor, if an	У.	(A petition has been file				
Given Name (first and middle	e [if any])	Family Name or Surname					
Anthony G.	1 1	Martin					
Inventor's Signature	L Cal	2/a/a/					
Residence: City Los Altos	State CA	Co	untry US		Date 2/9/07 Citizenship CANADA		
Mailing Address 1060 Los Altos Av	enue	<u> </u>					
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St	ate CA	Zip	94022	Cour	ntry US		
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First Named Inventor	Jeffrey A. McFadden
Art Unit	not yet known
Examiner Name	not yet known
Attorney Docket Number	10005.001710

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First Named Inventor	Jeffrey A. McFadden
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Art Unit	not yet known
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